

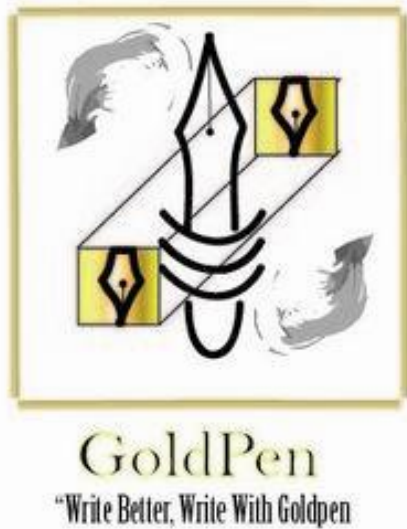
EVALUATING

You should be able to:

- ◉ Design detailed and relevant testing methods that generate data to measure the success of the solution
- ◉ Critically evaluate the success of the solution against the design specification
- ◉ Explain how the solution could be improved
- ◉ Explain the impact of the solution on the client/target audience

METHOD OF TESTING?

- ◉ **Compare and contrast** your logo & tagline to existing Company Logos (ex. Ice cream house vs. Walls, My Pen vs Parker Pen,)



VS



- ◉ Assessment guide?
 - visit the link in technodesign.wikispaces.com

OBJECTIVE D: STRAND 1

- ◉ **Testing methods** - An effective and authentic measure of a design solution means that you have tested **every** aspect of the design specification. These tests can be classified as follows.
 - Expert appraisal
 - Field trial
 - Performance testing
 - User observation
 - User trials
 - Collecting data

OBJECTIVE D: STRAND 1 (CONT.)

◉ Collecting data

- *Qualitative data* deals with quality and is data gathered as descriptions. This data tends to be subjective and can be converted to a numerical value, eg “I like the overall shape of the solution, it fits my hand well, I would give it a 9 out of 10 for comfort” or “The layout of the webpage looks intuitive, it looks easy to navigate and the use of negative space makes it clear. I would rate the clarity of the page as 8 out of 10.”
- Test samples:
 - using a questionnaire to find out if the target audience likes the look of a product
 - surveying students to find out which parts of a video game they found too easy and which were too difficult
 - working with a taste panel to find out if a target audience likes a food product
 - interviewing an expert after he or she has interacted with a solution
 - performing a user trial by giving a toy to children to play with and observing reactions.

OBJECTIVE D: STRAND 1 (CONT.)

◉ Collecting data

- *Quantitative data* deals with quantity and is gathered as definite values, typically a numerical value. This data is objective and can be measured, eg “All information in the database has to be a maximum of 3 clicks away” or “The overall cost of the materials can be no more than \$45.”
- Test samples:
 - Timing users who are tasked with finding a particular piece of information on a website
 - measuring a product to ensure it is the correct size and within weight limits
 - beta-testing interactive media to find bugs
 - running performance tests to determine the strength of a product
 - checking the capacity of a storage device
 - counting the number of hits on a website over a set period of time.

OBJECTIVE D: STRAND 2

- When critically evaluating the success of a solution, you must objectively judge the solution against the specifications. This objective evaluation comes from analysing the data gathered by carrying out the tests designed.
- You must analyse this data and make conclusions that identify strengths and weaknesses of the solution, along with opportunities for further development.

Specification	Testing method	Evidence from tests
1.		
2.		
3.		

OBJECTIVE D: STRAND 3

- ◉ Through the objective evaluation of the solution (product), you should have identified weaknesses. These weaknesses provide opportunities for further development and allow you to consider how you would refine your solution further.
- ◉ You can suggest these improvements in many forms, including:
 - written text—paragraphs or tables
 - diagrams and charts
 - annotated photographs/screenshots of the prototype
 - sketches.

OBJECTIVE D: STRAND 4

- To identify or predict the impact that a solution will have on a client or target audience, you must refer to the original problem, the design brief, the specification and the evaluation. You should use these aspects to draw conclusions about how well the design brief has been met. These conclusions may be presented in written form, as a list or as a table.
 - The following questions may help students to explain the impact of the solution of the client or target audience.
 - To what extent has the client's or target audience's problem been solved?
 - How does this solution improve the client's or target audience's situation?
 - To what extent has the design brief been met?
 - Are there any negative effects this solution could have?